

## Composing Text for an Ad (5W5 – MS Publisher)

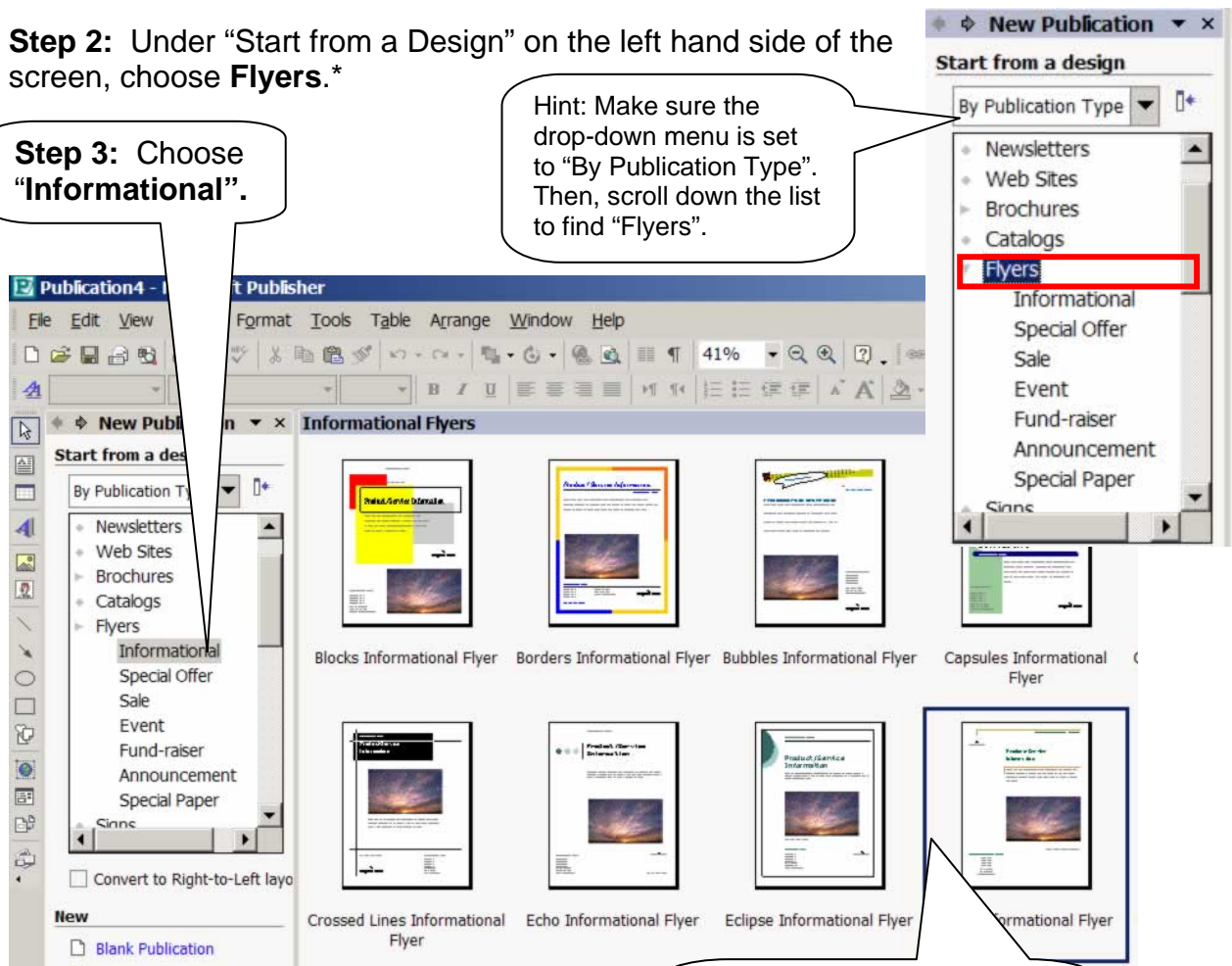
**Task:** Create an advertisement for a magazine to sell a product.

**Step 1:** Run *Microsoft Publisher*.

**Step 2:** Under “Start from a Design” on the left hand side of the screen, choose **Flyers**.\*

**Step 3:** Choose “Informational”.

Hint: Make sure the drop-down menu is set to “By Publication Type”. Then, scroll down the list to find “Flyers”.



**Step 4:** Choose a template. (For these instructions, “Edge Informational Flyer” was selected.)

**Step 5:** Save your file, using a unique filename, by selecting **File >> Save As** from the file menu at the top of the window.

*\*Although MS Publisher has an “Advertisement” template, the print format is very small, so the “Flyers” template is suggested instead.*

## Additional instructions:

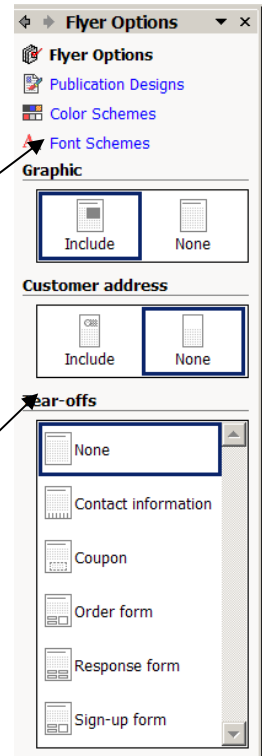
### A) Adding and Changing Text

Once the template has been created, you can add your text into the text boxes. The template has text in text boxes when it is created. To change text, click once in the text box. The existing text will be highlighted. Press the delete key. You can now type your own text.

To choose pre-selected font packages, click on **Font Schemes** on the left hand side of the page under “Publication Designs”. Select one of the many choices by clicking once.

You can make your own font choices by using the toolbars at the top of the page. Remember to select the text first.

The template offers a number of options with respect to components to be included. These can be changed using the choices at the left of the screen.



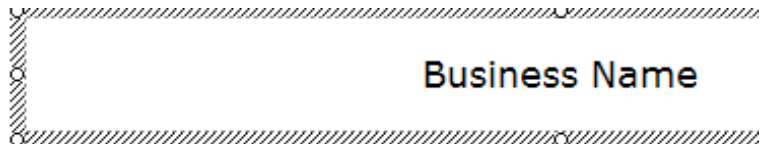
### B) Deleting a Text Box

You may wish to delete a text box (you may wish to make room to increase the size of another text box). To delete a text box, select it first, then press the **Delete** key on the keyboard. If you are having trouble deleting the text box, it's probably because you have not selected it correctly. (see next section)

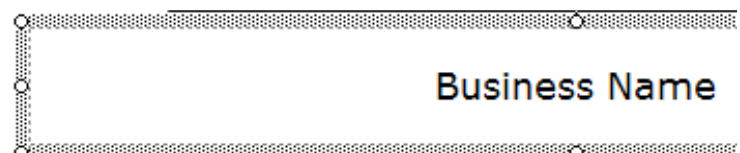
### C) Selecting a Text Box

A text box has two ways of being selected:

In this image, the text box has a “slanted-line” border. When this border displays, you can edit and delete the **text** in the box, not the box itself.



In this image, the text box has a border made of dots. When this border displays, you can edit and delete the **box**, not the text. You can also:



- move the box around by clicking and dragging;
- resize the box by clicking on the circles on the border and dragging.

### D) Changing the Text Colour

To change the colour of text, highlight the text first, then click on the font colour button.

To change the background colour of a text box, select the box (dotted border), and then click on the arrow beside the paint can in the menu at the top.

You can choose pre-selected colour packages by clicking on **Colour Schemes** on the left-hand side of the window, under "Publication Designs".

### **E) Inserting an Image**

To insert a picture, click on **Insert** and then on **Picture**. The program will allow you to specify where your picture is located ("From File", "Clip Art"). Click on the location, click on the picture, and then click **Insert**. (**Note:** If you select from "Clip Art", you will need to search for the picture from the menu on the left of the screen. Type a search word in the search box. In the "Results" window, double-click on the image you want to insert.

To make the picture larger or smaller, click on a corner and drag when you see "Resize".

To move the picture, by click on the image and drag on the image when you see "Move".

To delete an existing image, click on it once to select it, then press **Delete** on the keyboard.